

HOW TO GET YOUR PRODUCTS ON SUPERMARKET SHELVES

Friday, 17 March 2017

Last Updated Thursday, 06 April 2017

In the afternoon of 17 March 2017, STC was invited to speak during the 5-day Sikat Pinoy National Food Fair held at the three sections of the SM Mega Trade Hall.Â This event organized by the DTIâ€™s Bureau of Domestic Trade features regional delicacies and the best products of the OTOP (One-Town One-Product) Program.Â A lot of the SMEâ€™s were interested on how to penetrate the mainstream of food retailing; that is, to get their products on shelves of supermarkets.Â STC gave them practical tips and guidelines on how to best do this with the highest probability of success.

Â